

NATIONAL RATES
P.O. Box 1905
New Haven 9, Conn.

YALE ALUMNI MAGAZINE

Rate Card No. 14
July 1960

READ BY OVER 42,000 GRADUATES—AND THEIR FAMILIES

1—GENERAL ADVERTISING

(a) (b) Full page	\$400.00
Two columns (2-3 <i>page</i>)	350.00
Half page	300.00
Single column (1-3 <i>page</i>)	215.00
Half column (1-6 <i>page</i>)	125.00
One inch	35.00

(c) TIMES DISCOUNTS	
5 insertions	5%
10 insertions (<i>Full year</i>)	10%
(d) Minimum depth of advertise- ments, one inch.	

- (e) No cancellations accepted after closing date.
(f) No time discounts allowed on trade advertising.
(g) Bleed 10% extra.

TABULATION	1 INSERTION	5 INSERTIONS	10 INSERTIONS
Full page	\$400.00	\$1900.00	\$3600.00
Two columns (2-3 <i>page</i>)	350.00	1662.50	3150.00
Half page	300.00	1425.00	2700.00
Single column (1-3 <i>page</i>)	215.00	1021.25	1935.00
Half column (1-6 <i>page</i>)	125.00	593.75	1125.00
One inch	35.00	166.25	315.00

2—CLASSIFICATIONS

(a) National

(b) Metropolitan

(c) Local

3—READING NOTICES (*not accepted*)

4—COMMISSION AND CASH DISCOUNT

- (a) Agency commission, 15%
- (b) Cash discount, 2%
- (c) Discount date 10th of month following insertion.

5—MECHANICAL REQUIREMENTS

- (a) Size of plates: All cuts intended for full column width must measure $2\frac{1}{4}$ in.; double column, $4\frac{9}{16}$ in.
- (b) Depth of column, $10\frac{5}{8}$ in., 145 lines.
- (c) Three columns to a page.
Covers $7\frac{3}{8} \times 10\frac{5}{8}$.
- (d) Full page, type space, $7\frac{3}{8}$ in. wide x $10\frac{5}{8}$ in. deep.
Bleed full page, type space $8\frac{7}{8}$ in. wide x 12 in. deep.
Half page, $7\frac{3}{8}$ in. wide x 5 in. deep.
- Column ($\frac{1}{3}$ page), $2\frac{1}{4}$ in. wide (14-ems pica).
- (e) Closing date, 4 weeks before day of publication.
- (f) To insure the best printing, supply original halftone 120 screen.
- (g) Can use electros or originals. Print direct from type.

6—CIRCULATION

- (a) Character of circulation: Alumni of Yale University, Influential, socially prominent group.
- (b) Locality: National, 70% in Metropolitan Area.
- (c) Published monthly Oct. thru July.

7—MISCELLANEOUS

- (a) All copy subject to approval of publishers.
- (b) Established as *Yale Alumni Weekly* in 1891.
- (c) Subscriptions: \$4.75 a year.
- (d) Publishers: YALE ALUMNI PUBLICATIONS, INC.
P.O. Box 1905, New Haven 9, Connecticut.

(Prepared in conformity with "Standard Rate Card" of American Association of Advertising Agencies.)